GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2297
ANSWERED ON:06.05.2016
Revenue Generation by Doordarshan Kendras
Chavda Shri Vinod;Premachandran Shri N.K.;Rathod Shri Dipsinh Shankarsinh

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government proposes to all Doordarshan Kendras (DDKs) as self-financing kendra by earning revenue;

(b) if so, the details thereof along with revenue earned by various DDKs during each of the last three years, DDK-wise;

(c) whether the Government proposes to introduce new programmes including social family bouding serials on Doordarshan (DD) to increase viewership of DD, if so, the details thereof; and

(d) the other steps being taken by the Government/Prasar Bharti to improve quality and content of DD programmes so as to enable it to compete with private TV channels?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING [COL RAJYAVARDHAN RATHORE (Retd.)]

(a) & (b) Prasar Bharati being a Public Broadcaster, has a primary mandate to organize and conduct public broadcasting with the intent to inform, educate and entertain the people living in far flung and remotest part of the country. Hence, at times, there may be a gap between operational expenditure and revenue. However, it is the endeavour of Prasar Bharati to make all DDKs as profit making. Details of the revenue earned by DDKs are mentioned in the Annexure.

(c) The new slot policy of DD aims at creating a platform for DD to partner with the best content developers to source programmes including those emphasizing on social and family ties for improved viewership and financial health.

(d) It is a constant endeavour of Doordarshan to improve upon its programmes by reviewing the content and quality from time to time with the view to sustain the interest of the viewers. Doordarshan has been procuring content through various notified schemes such as Self Finance Commissioning (SFC), Sponsored Revenue Sharing Mode (RSM) for producers/simulcast, Advertisement Funded Programme (AFP) and Acquisition Category. The Revenue Sharing Scheme (Producers/Simulcast) also allows Doordarshan to collaborate with some private channels for sourcing some high quality software in the simulcast mode, on favorable terms.

` Doordarshan has decided to re-prioritise its policy on slot sales. The Prasar Bharati Board has decided to invite good programmes from production houses to be telecast initially on its national channel, under this Policy.
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